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WOOD MARKETING BULLETIN

The Wisconsin DNR publishes the "Wisconsin Wood" marketing bulletin every two months. It serves the timber producing and wood using industries of Wisconsin by listing items: For sale forest products, equipment and services, wanted - forest products, equipment and services; employment opportunities. There is no charge for the Bulletin or inserting items in it. Only items deemed appropriate to the timber producing and wood processing industries will be listed. Also the Bulletin will feature forest products utilization and marketing news, safety notes, coming events, new literature, tips to the industry, and listing or employment wanted or positions that are available.

If you know of someone who would like to be on the Bulletin mailing list, please ask them to send their name, address and zip code to the return address on the back page. Also, if you have items to list, send in the form or write a letter to the return address on the back page. Repeat listing of items requires a written request each time the item is to be repeated.

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CONFERENCE LOOKS AT FUTURE OF INDUSTRY

One and one-half days of examining where the U.S. woodworking industry is and where it is going generated a wide range of views recently, with the overriding theme being cautious optimism. Hosted by Stiles Machinery in Grand Rapids, Mich, the conference, titled "What's Next? Expanding Technology 6.1 – Visions for the Future of Woodworking and Manufacturing," outlined the challenging the industry faces, with speakers offering answers to those challenges, particularly the real-time threat from foreign competition.

The conference, held earlier this summer at Grand Valley State University, was attended by a wide range of manufacturing executives, consultants, trade journalists and others.

During opening remarks the night before the conference, Stiles vice president for sales, Steve Waltman, said it is up to the woodworking industry to lift itself out of the current economic slowdown in domestic demand for many products.

"Don't expect the government to come to our rescue," he said, "We, as an industry, have to be proactive."

Many of the eight speakers echoed Waltman's statements while offering concrete remedies to the problem, particularly as it relates to imports coming in from the Far East, improving productivity and quality, reducing costs and competing in a global marketplace.

Broad Speaker Topics – A former president and CEO of Porsche AG, Peter Schutz, told those assembled as his keynote address the night before the conference that "getting ordinary people to create extraordinary results" was a lesson he learned while heading up the Germanbase automobile company in the 1980s.

"Empowering these employees and tapping into their creative abilities can do much to turn a company around," Schutz said, speaking anecdotally about how he turned Porsche around after he took over the top management job.

Dovetailing Schutz' theme, Joe Cannon, owner of CAS America, Providence, RI, told attendees the following day that investing in employee enrichment – both their personal lives and in theirs – can prevent many of the problems that arise within a company when associates aren't provided opportunities to enhance their job skills, academic status and personal growth.

Cannon told how he has partnered with local and state educational institutions to provide these growth opportunities to his company's employees and others. He said the result ahs been improved employee

morale and higher productivity. He said his commercial cabinet company has doubled productivity per employee since 1997

In the Plant – Establishing performance measurements within your company was the message from Art Raymond, president of A.G. Raymond & Co.

"Everyone in your company must understand what your objectives are, and you must institute performance measurement programs so you can determine whether you are attaining those goals," he said. "Everyone in the company must be responsible for meeting those goals, based on the standards you set. "In a world inundated with often useless data, it's not just what you measure, but how," he said.

Software simulation within the plant was wood industry consultant David Grubb's topic.

"Before you spend money on new

equipment, consider computer-aided

simulation," Grubb said. "For a long time simulation as only a tool for the large company's, but now it's available to all." Gary Wernland of Stiles Machinery presented an overview of new technology introduced at the recent Ligna woodworking machinery show in Hannover, Germany. One of the impactive introductions was Homag's new technology of thermal smoothing of MDF, which provides a smoother edge through

linear products.

Kap Choi, program manager of FANUC Robotics spoke about integrating robotics into a plant's operation.

glazing and enhanced foiling wrapping of

"Robots have been become more sophisticated, more adaptable and more affordable – even for companies with fewer than 20 employees," Choi said.

"Jurassic manufacturing: Will you be the last one to change?" was the title of industry consultant Gunter Geiger's talk which focused on the threat of imports.

"Import angst is real," said Geiger. "To compete, we need to rethink the U.S.

manufacturing processes and its products by providing quality products, fast delivery in days not weeks, features that no one else can deliver and styles that no one else can deliver."

Geiger stressed the importance of first recognizing the problem. "Now over 40 percent of the American home furniture market is in Asia's hands."

"The barbarians are at all the borders," he said. "They prevent higher product prices and higher labor pay. You scramble for any product, while not paying attention to profit."

Geiger outlined a "winning strategy" which he said would exclude government and, for the most part, unions.

Just one solution, he said, was standardization of parts, along with new materials, fewer joints, more functional hardware, fewer joints, more functional hardware, change of styles along the assembly line and shorter delivery times.

Taking a good-natured shot at the media, Rick Kamel, public relations director of Felder Communications Group, demonstrated how the media shapes public perception.

The conference ended with a roundtable made up of all the second day presenters. Source: *Wood Digest*, September 2003.

WOODLINKS STUDENTS EARN WHILE THEY LEARN

For Josh Pieper and Adam LaCross, the transition from high school woodworking classes to the real world at a progressive Milwaukee area woodworking operation was as easy as driving the 25 miles from school to work.

Josh graduated from Hartford High School in May, while Adam will be a senior this fall. Both have chosen woodworking as a career, with a focus on carpentry. Both took classes in Hartford's wood tech program and are WoodLINKS certified.

They are employed full time this summer at Wood Specialties, Inc. Josh worked afternoons at Wood Specialties during his senior year. Adam plans to do the same beginning this fall.

WoodLINKS is a nationwide program aimed at encouraging high school age students to consider woodworking as a career choice. WoodLINKS also provides a basic woodworking curriculum model and a certification mechanism for teachers and students.

Hartford High School has a nationally-recognized vocational education program,

offering courses ranging from printing/graphics, CAD-CAM, metalworking and architecture, besides wood technology, to name a few.

Jason Kraus the Wood/Millwork instructor at Hartford high was recently named WoodLINKS USA Teacher of the Year.

Both Adam and Josh have a passion for woodworking and have set some fairly clear career goals.

"I've always liked working with my hands and not in an office," says Adam. "What the WoodLINKS program did for me was give me an outlook on what happens in industry. Plus, I've learned many of the same skills that are required at my job, which is a big help."

Josh pretty much agrees: "With what I learned in Mr. Kraus' class, including programming and running a CNC machining center, has really helped me out here. I can pretty much operate any piece of machinery in the shop, with a few exceptions."" The Hartford pair" employers, Karl Larson and Randy Bates, concur that the two teenagers are self-starters and require minimal supervision, thanks in part, they say, to the preparation they received in high school.

Says Larson: "It's really been win-win for us and them. We've got two skilled workers and they're seeing the real-life of the industry."

Adds Bates: "They're both such good young men with a strong work ethic, a dedication to quality and an appreciation for safety. We're extremely pleased with the arrangement."

Source: Wood Digest, September 2003

SEEING THE FOREST FOR THE TREES

By Bernadette Freund

The first Earth Day, held April 22, 1970, spawned the modern-day environmental movement. It made environmental protection a major national issue.

A mere three months later, President Richard Nixon and Congress established the Environmental Protection Agency in response to the growing public demand for cleaner water, air and land. The Clean Water Act was passed in 1972, the Endangered Species Act in 1973. Over the course of the last three decades, a great number of environmental groups have emerged to press for even wider environmental forms. Greenpeace, one of the biggest, was founded in 1971 to protest hydrogen bomb testing in Alaska. Dr.

Patrick Moore, co-founder and former president of Greenpeace, was there. He continued his work with Greenpeace until 1986. It was then, he says, that he grew tired of waking up every day being against a list of things. He decided he wanted to be for something for a change.

Seizing on his background that included growing up in a forest industry family and his forest and ecology education, Moore chose to champion forestry and the importance of wood in every-day society. He was devoted the last 17 years to studying forests and ecosystems and challenging the public government, and forest industry companies and groups to rethink their views about forests, forestry and the use of wood.

He founded Greenspirit in 1991 as a "consultancy focusing on environmental policy and communications in natural resources, bio-diversity, energy and climate change."

His main targets are the popular misconceptions of tree harvesting and forest management practices espoused by various environmental groups ranging from the Rainforest Action Network to Greenpeace. Moore's main message, "Grow more trees – use more wood," is outlined in his book, "Green Spirit – Trees Are the Answer," and on his Web site: www.greenspirit.com.

Moore has also presented his message through speaking engagements before numerous wood products trade groups, appearances on television talk shows and by-lined articles in *The Wall Street Journal*, the *Los Angeles Times* and other publications.

As a principal spokesman for the Wood promotion Network, Moore champions the attributes of wood as a construction material compared to less environmentally correct materials like steel and concrete. Simply put, he says wood is renewable and better for the environment.

Moore is not without his critics. Perhaps the most vehement are his former Greenpeace colleagues who view him as a sell-out. There is even a Web site titled, "Patrick Moore Is a Big Fat Liar."

Moore is clearly undeterred. He recently answered questions regarding his critics, forestry views and more.

How does a founder of Greenpeace, a man who spent 20 years with the environmental organization, become a chief spokesman of the Wood Promotion Network? Some people out there would consider that "selling out." How do you address this criticism?

I was born into a forest industry family on northern Vancouver Island. I studied forestry and forest ecology while I obtained my Ph.D. in ecology from the University of British Columbia in 1972. During the 15 years I was a leader of Greenpeace, 1971 to 1988=6, Greenpeace was never against forestry. They only adopted their antiforestry campaign three years after I left when they became involved in the campaign to end logging in the Clayquot Sound area in British Columbia. I have never been opposed to forestry and have always believed that wood is our most abundant and sustainable renewable material resource. I never did change my mind about forestry and believe the correct environmental policy is "grow more trees – use more wood" rather than the anti-environmental policy "cut fewer trees - use less wood."

As far as the Wood promotion Network, I have known Kelly McCloskey, who heads WPN, since we toured the forests of Europe together in 1992. We agreed then that what was needed is a more "retail" approach to public awareness about forests and forestry, and about our use of the wood which is derived from forests. On eof the great failings for the forest industries has been the lack of support for media communication. The forest industry has one of the best stories about sustainability in the world yet they have allowed activists to paint them as bad for the environment.

To address critics, when I am accused of being some kind of traitor or sellout for supporting forestry, I say first that I was born into a forest-industry family and second that sustainable forestry is one of the most environmentally defensible activities of our entire civilization. My support for forestry is not based on its economic benefits, which are important in their own right, but on the environmental benefits.

How do your attitudes and view of the forest and forestry differ today than in your tenure at Greenpeace? What resources and research did you discover that helped you come to the conclusion, "Grow more trees – use more wood?" Certainly since leaving Greenpeace I have learned more about forests than when I was with Greenpeace and am much more focused on marine and nuclear issues. But as explained above, I have always believed in forestry as a renewable and sustainable industry.

When I joined the Forest Alliance of British Columbia, an industry-sponsored

think tank of citizens from all walks of life, I was able to tour Europe, Brazil, the United States, Canada, Australia and New Zealand, studying forests, meeting foresters and exchanging information. I became involved in the debate in British Columbia and was a spokesperson for the sustainable forestry movement.

What doyou think are the most popular misconceptions bout the wood industry that are perpetuated by environmentalist groups?

There are a couple of key misconceptions that are spread by activity groups. First, they promote the idea that forestry (logging) is the main cause of forest loss when in fact it is agriculture and urbanization (deforestation0 that causes forest loss. Forestry causes forest renewal. These groups use the term "logging" synonymously with clearing forests for agriculture, but that is farming, not forestry.

Second, they claim that forestry (logging) is the main cause of the species extinction when they can't actually name a single species made extinct by forestry. It is true that clearing forests for farming has caused species extinction, but again, that is farming not forestry.

These are the two main points they use for convincing people that it would be good to stop logging when in fact it would make a lot of more sense to demand an end to farming, something they are unlikely to do as everyone knows we have to grow food.

But, as I say, "A world without forests is as unthinkable as a day without wood." We actually depend on wood for our survival and our civilization as much as we do no food.

Despite your pro-wood stance, are there things about forest conservation and management that concern you?

I think the tendency to go to single-species forests with insufficient consideration for biodiversity can be a problem. It is actually possible to do intensive, monoculture forestry while at the same time adopting stand level and landscape level practices that retain native biodiversity. I believe more emphasis should be put on this kind of win-win approach.

There is nothing wrong with singlespecies forestry, any more than there is anything wrong with single-species farming. But, it is a fact that monoculture forests often have less biodiversity than multi-species forests. If we want to enhance biodiversity in monoculture forests we can retain features like dead standing trees, coarse woody debris, patches of shrubs, a small percentage of other tree species that naturally regenerate and so on. At the landscape level we can retain a network of reserves along streams and corridors that are allowed to remain natural forest.

On eof the hot forestry topics is certification of forests and wood such as through the Forest Stewardship Council and the American Forest & Paper Assn.'s Sustainable Forest Initiative. What are your views on the importance of these programs to improve sustainable forest practices? What is your opinion of forest certification and wood certification? Certification in itself can be good at promoting the adoption of comprehensive systems from sustainable forest management. But is should not be a monopoly as the FSC seems to think.

It is a real problem that wood is required to meet a higher standard for sustainability than the competing building materials such as steel and concrete. Where's the green steel and concrete? This ends up pushing architects away from our most renewable material and using materials that have more negative environmental impacts, a case of an uneven playing field.

You have spoken to numerous wood product trade groups in recent years. What message do you think they take away from your lectures and what actions do you hope they take?

I hope they realize that they don't need to feel guilty about their profession, that they should be proud to be producing our most renewable material resource and with being stewards of the land.

Source: Wood & Wood Products, August 2003.

MILL FIRE LEADS TO EXPANSION

On April 11, Midwest Hardwood Corp. suffered a serious fire at its Meister Log and Lumber Sawmill in Reedsburg, Wis. The sawmill building and the majority of equipment were destroyed. A number of buildings, all mobile equipment, and a modest amount of equipment were saved. Most importantly, no employees were injured. Midwest Hardwood intends to rebuild Meister Log and Lumber as soon as possible.

In order to maintain production. Midwest has acquired a sawmill near Sparta, Wis. This slant carriage band mill opened in late April as Sparta Hardwoods. With up grades to the Sparta mill, production increases at its other mills, and some custom sawing of specialty logs, Midwest has nearly replaced its lost production due to the fire.

When the rebuilding of the Meister mill is complete, Midwest Hardood's Sawmill Div. Will be large vendor of quality hardwood to the industry, and will employ greater technology to maximize resources and control costs, according to officials of Midwest Hardood, based in Maple Grove, Minn.

Source: *Timber Processing*, July/August 2003

WHERE DID EVERYDBODY GO?

By Eric A. Johnson, Executive Editor

The prevailing sense in recent years is that young people are staying away from the logging business in droves, mainly because there are better, opportunities in other lines of work. I made this case in an editorial earlier this year, based largely on what people around the industry have been saying. And, when you come right down to it, it's probably true.

But I've been giving more thought to the implications of this trend recently, after doing a few articles on loggers whose children are active in the business and enthusiastic about the future. I'm sure there are many more out there following the same path.

Obviously, far fewer loggers are in business today than just a few years ago, and many of those who remain have scaled back their operations. This point was made recently by a log buyer I know, who was bemoaning the fact that – suddenly l-there is greater demand for roundwood pulp in the Northeast than loggers to supply it.

Of course, this means higher prices, as mills struggle to keep their woodyards stocked and production online. And a higher price for wood very likely translates into more profit for those who are able to produce it. Whether this indicates a return to widespread stability and profitability in the logging business, I think it's too early to tell

Given the ages of the young people I met and wrote about this year. I'm guessing that most decided to get into the family business during the fat times of the mid and late '90s, and that some would have chosen a different path if they were making the same choice today. But making the best of the situation- good and bad – is one thing successful loggers have

in common, and young people, being young people, tend to be optimistic where their future is concerned.

Anecdotal evidence and youthful optimism do not, even when combined, guarantee an adequate supply of loggers in the future. And it's clear that a chronic shortage of production capacity will be a bad thing for the industry over the long haul.

So the question is" Will there be enough loggers in the future to supply the needs of the forest products industry? I'm going to stick my neck out and say that there will be. And here's three reasons why:

People. The decision to become a logger is a choice that a certain number of people have always made. Call it "sawdust in the veins" or carrying on a family tradition or simply doing something you love, young people will continue to enter this profession, though probably in smaller numbers than in the past.

Equipment. The high productivity of modern logging equipment makes it possible to produce a lot of wood with far fewer people. To maintain adequate production levels, the forest products industry of the future is not going to need as many contractors as it has in the past.

Price. Logs are a commodity in a free market system. The law of supply and demand virtually guarantees a fair price, over time. As long as demand exists, price will be an incentive for people to both enter and remain in the logging business.

Now, I know what you are going to say. You're going to remind me that modern logging equipment, while incredibly productive, is also incredibly expensive. This is not only a disincentive for young people to enter the business, but it also keeps a lot of other people, who might have jumped ship during the tough times, from climbing back aboard.

This argument assumes that everyone is going to be using cut-to-length systems and other state-of-the-art gear. And that's not the case, at least not the way I see it. There will still be plenty of loggers using chain saws and cable skidders (sometimes very old cable skidders), and they will tend to fade in and out of the business as they always have, as opportunities arise. Remember that as prices rise, more people will be drawn back into the production stream at all levels, but particularly where sawlogs are concerned. It's always been this way and I don't see any reason why that would change.

What has changed is that the high production equipment makes the guys with

chainsaws and cable skidder less critical to a guaranteed flow of fiber, even though they re still an important part of the equation. The entry point in this business has always been there to make up for production shortfalls, and it has served as a launching pad for those who are successful and motivated to become more so. So, while there may be fewer young people than we would like to see entering the timber industry, and fewer people in the business overall, I don't think that will hurt our ability to reliably produce enough wood in the future.

Source: *The Northern Logger*, September 2003.

ON ICE: FIRM FREEZES SPRUCE

By Zac Anderson

SIDNAW – It's late August but there's still one place in the Upper Peninsula with snow on the ground.

An unusual experiment in Sidnaw last winter has left three acres of spruce timber frozen solid through the summer.

It's a Finnish technique tried in Michigan for the first time last year.

Seeking to increase paper quality and gain an edge against competitors, Finnish paper company Stora Enso experimented with freezing spruce in a giant outdoor refrigerator.

More than 500,000 logs were piled 25 feet high, then covered with ice and snow to preserve them throughout the summer. The result is a massive ice dome in the middle of the western U.P.

Spruce grows in swampy areas that are hard to reach in the summer. Last winter's harvest is almost exhausted, but Stora Enso's paper mills will continue to process spruce thanks to the preserved logs.

The company began chipping away at the ice block this week, and the first logs are already in Wisconsin mills.

"The wood quality is perfect," said Dan Younggren, who is helping break apart the wood pile at the site owned by his father. "It worked really well."

In fact, Younggren and his employees have had a tough time chipping away at the ice

"I think we probably did too good a job freezing the spruce," Dan Younggren said. "The way it is right now, this thing would have stayed frozen right through (next) winter."

Mark Shovaid, site manager and wood procurement buyer for Stora Enso, said the experiment preserved the quality of the timber, and the company will save money when it processes the spruce in the mills.

Processing fresh wood into paper requires smaller quantities of bleaching chemicals and makes a higher quality, stronger paper.

Preserving the timber prevents the wood fiber from decaying. That means more fiber per ton of wood, which means more paper. Decayed wood also stains, which means more bleach is needed in the refining process.

"I think the wood quality is what we expected," Shovald said.

Source: *Houghton MZ Daily Mining Gazette*, August 29, 2003.

REDUCING FINISHING COSTS

By Phil Stevenson

For several consecutive years woodworking companies have experienced shrinking profit margins at an alarming rate. Overseas competition and high labor compensation costs, along with shortages of qualified woodworkers, have caused many company owners to rethink a strategy for survival and how to return profit margins to normal.

One important, but often overlooked, opportunity is in the finishing department. In many wood manufacturing organizations, the true cost of finishing is not known because of the lack of standards for the finishing department, or methods of tracking internal reworks which affect bottom line profitability. Often when the true cost of the finishing operations is determined, it is surprising how much time, materials used and to what extent the extra labor cost in reworks is affecting the bottom line profits.

If given the appropriate tools and knowledge, with an abundance of patience, the finishing department can become a powerful revenue source that will exceed most expectations.

Assess Your Lumber Quality – In performing an assessment of a finishing operation, the first area of critique is the incoming lumber material quality. In many organizations, the purchasing department does not have a clear understanding of what lumber requirements are necessary for the type of finish to be applied to the product or what the customers' true aesthetic expectations are in relation to the price of the product.

Before the product is priced, visual and performance expectations should be established a team of decision-making personnel from purchasing, marketing, manufacturing and finishing who collectively agree upon the raw lumber quality and price of the finish product. Considering the wood grain pattern, color of wood variations, natural defects, etc. will help avoid purchasing too high quality of wood in relationship to hiding properties of finish, or purchasing inferior wood quality that may require extra finishing steps and fail to meet customers' expectations, thus requiring costly reworks.

Careful attention should also be paid to moisture content and how moisture affects finish durability. Excessive moisture can cause reduced adhesive properties of the finish, uneven and poor stain penetration, and stressing and cracking of the finish as the wood ages and moisture content decreases. Too low of moisture content causes a finish to stress, buckle and delaminate if introduced into highly humid environments.

Manufacturing and Fabrication – The next area to assess in the evaluation to improve profitability is the manufacturing and fabrication of the unfinished product. It is critical to the finishing department's success to have well machined parts prior to final whitewood sanding.

Attention should be paid to tooling and machining operations to assure minimal tear-out of wood fiber, knife marks and acceptable quality in profiles. Joints should be tight and even which ensures sound construction, minimizing stress on the final finish film.

The presanding of the unassembled product is a critical factor in the finishing process as poor machining and insufficient sanding in the production of the product will produce poor quality finished product or cause excessive labor in the finishing steps to correct this difficulty. Not only does the finished product decrease in quality but also increases in cost due to the extra steps taken.

Sanding and Abrasives – Sanding and abrasive technologies are rapidly improving, offering opportunities to increase overall profitability. The sanding abrasive choices that are offered are seemingly endless and sometimes confusing. As a rule, low-cost abrasives usually end up costing the manufacturer more because the poor quality provided drives up finishing labor cost.

Consider the short life cycle of low-cost abrasives, which results in ultimately higher sanding costs. New abrasive minerals, such as ceramic mineral outperform other older technologies 4:1 in the cutting life of the abrasive.

High-quality abrasives are the uniformity of mineral grade, high-performance backers, and anti-static or other dust release coatings which will dramatically increase the life of the abrasive, again resulting in lower abrasive costs.

Additional benefits of high-quality abrasives are the ability to skip grit steps to reduce labor, better surface quality to decrease stain blotchiness, and finer overall finish quality, increasing customer satisfaction.

Limit Reworks, Limit Defects – In performing profitability evaluations, one of the top concerns is the excessive number of internal reworks and customer returns due to finishing defects.

Internal rework is defined as "any step of the process that must be performed over again due to the failure to achieve quality" expectations. These may include restaining or sanding to take out a defect etc., which is a major factor to decreased profitability.

Generally the workplace environment plays a major role in failure to identify and correct defects before proceeding to the next step. Finishers re frustrated by not being able to "see" what they are finishing because of poor lighting conditions. Many of the finishing environments' general-purpose lighting is less than 50 percent of the standard lumens necessary to appropriately meet the needs of the finisher.

Workstations with high-intensity inspection lighting will allow the finisher to see defects and take corrective action in the beginning steps.

Improved Coatings – One of the most exciting arenas for profitability improvements centers around vastly improved coating technologies. High solid coatings, UV curable materials, and two-component urethanes represent just a few of the options that are available in the industry.

As statistics suggest, numerous manufacturers are still using a coating under 35 percent in volume solids. Switching from currently used low solids finishing systems to higher solids coatings, will reduce the number of steps or coats necessary to achieve the desired film build, thus saving labor costs. Gallon for gallon, high solids coatings will be substantially higher in price than their lower solids counterparts. However, when considering all factors of the cost of production, high solids coating will generally result in lower overall cost comparing mil thickness per square foot.

UV coatings have become one of the latest trends in increasing productivity and profitability. New formulations have greatly improved the ease of application and curing of UV coatings.

Two-part high solids urethane coatings from European and domestic manufacturers are becoming much more available. These allow the finisher to fill open pored wood easily with a reduced number of steps to provide high-performance finishes at a competitive price.

Perhaps one of the most significant steps to profitability improvement is investing in the knowledge and skills of the finisher. Without exception, the wood finishing industry is experiencing a scarcity of knowledgeable finishing technicians. The position of the finisher must no longer be looked down upon, but elevated to that of a highly regarded profession. To accomplish this change will require significant investment in knowledge and skills of the finishing room personnel to elevate to a competitive level in employee compensation with other industries.

According to the American Society of Training and Development, U.S. manufacturers spend 2 percent of revenues for employee training compared to Asian companies who spend 3.8 percent of revenues for training.

American companies which do spend more than the average on personnel training have a 24 percent higher gross profit margin and publicly held companies that invest in training have a 50 percent better stock performance.

In bringing your attention to these areas of finishing it may seem like each point is insignificant, but when taken together and in-depth you'll be amazed at the increases in your bottom line profits.

Source: *Wood Digest's Finishing*, September 2003.

HOME BUILDING HITS 17-YEAR HIGH IN JULY

Washington, DC – Revving into higher gear for a third consecutive month, home builders ramped up the pace of housing starts to a seasonally adjusted annual rate of 1.87 million units in July, the Commerce Department reported today. This is 1.5 percent above June's upwardly revised 1.85 million-unit pace and is the strongest rate of housing production since April of 1986.

"It's shaping up to be a very busy summer for home builders," said Kent Conine, president of the National Association of Home Builders (NAHB) and a home and apartment builder from Dallas. "Favorable interest rates, signs of an improving economy, healthy gains in home values and strong household formations are all fueling demand for new homes, and builders are responding to the times."

NAHB Chief Economist David Seiders concurred. "Clearly, low mortgage rates continue to help energize the marketplace despite their recent upward movement, and builder confidence in the market for single-family homes hasn't skipped a beat," he said. "Housing was a strong growth engine for the economy in the first half of the year, and it now appears that housing will provide solid support to the GDP in the third quarter as well."

July's gain in housing starts was entirely on the single-family side, where a nearly 2 percent increase was recorded to a seasonally adjusted annual rate of 1.52 million units. "this is a 25-year high for our industry," said Conine, noting that the latest construction pace is the strongest since the 1.53 million unit rate reported in November of 1978.

Multifamily housing starts continued at a healthy pace in July, with virtually no change from the previous month at a seasonally adjusted annual rate of 351,000 units. This was 0.6 percent below June's 353,000 units.

Construction of new homes and apartments rose in all but one region in July, with the Northeast posting the biggest gain, of 19 percent. The Midwest and South reported moderate gains of 5.7 percent and 5.6 percent, respectively, while the West posted a nearly 14 percent decline following a big run-up in the previous month.

Housing permits, which ca be an indicator of future building activity, also held at healthy levels in July. A 0.3 percent decline left single-family permits virtually unchanged at 1.42 million units, seasonally adjusted. Meanwhile, the multi-family sector – which tends to fluctuate more from month to month – posted a 9.8 percent decline to 357,000 permits. Combined, these numbers accounted for an overall dip of 2.4 percent to a rate of 1.78 million permits for the month.

Regionally, the permits report was mixed, with the Northeast and West posting gains of 1.3 percent and 2.9 percent, respectively, and the Midwest and South showing declines of 5.3 percent and 4.5 percent, respectively.

"With an average rate of 1.76 million housing starts for the first seven months of this year and the considerable strength of NAHB's Housing Market Index in August, we're now very likely to beat last year's healthy housing production of 1.7 million units in 2003," Seiders said.

Source: *Industry News*, 2003

$\frac{\text{DON'T COUNT ON CHINA TO HELP}}{\text{EASE TRADE IMBALANCE}}$

By Rich Christianson

U.S. Treasury Secretary John Snow traveled to Beijing earlier this month hoping to persuade Chinese officials to rethink their nation's currency exchange rate policy.

Snow might have spared himself the trip. Despite the escalating tensions created by this issue between Washington and Beijing in recent months, the Chinese government has made it abundantly clear that it has no intention of unpegging the yuan from the dollar. The yuan, also known as the renminbi, has virtually been fixed at about 8.3 to the dollar since 1994. During that nine-year period, China has emerged as an international manufacturing powerhouse, including in furniture. The overall U.S. trade deficit with China topped \$100 billion last year, it's on a pace to hit \$130 billion this year.

An editorial published Sept. 1 in the *China Daily*, on the eve of Snow's visit, summed up China's position on this monetary policy matter. "the critics that believe China manipulates the yuan's value assume that every currency in the world should be floated in the market. This assumption in itself is porous... Should China now give into pressure only to face dire consequences later? No Way."

An Olive Branch and a Switch – During a Sept. 2 meeting with Snow, China Premier Wen Jiabao said it was neither in his country's nor the international community's best interests for China to allow the yuan to appreciate at this time. But, to make sure his guest did not leave completely empty handed, Wen vaguely stated that China would continue to explore the possibility of reforming its exchange rate policy sometime down the road.

In a press roundtable held Sept. 3 in Beijing, Snow said he was encouraged that China maintains a "longstanding goal to more toward greater flexibility." He added that while "the objective here is to get a commitment to move to a free-floating currency... I don't think it's helpful for us to try to talk about a timetable."

Such rhetoric may not be good enough for The Coalition for a Sound Dollar, a group comprised of 80 U.S. trade associations. Discouraged by the lack of progress by the Bush Administration's "quiet diplomacy," the coalition is contemplating asking the U.S. Trade Representative's office to formally investigate the legality of China's currency policies. If the office was to determine that China's tying of its currency to the dollar is an unfair trade practice, the coalition could ask for government protection, possibly in the form of higher duties on Chinese products.

U.S. manufacturers contend the yuan is undervalued by as much as 40% and is a major cause for the 2.6 million American jobs that have been lost in the last 36 months. Groups such as the National Association of Manufacturers, which represents 14,000 businesses and 350 trade associations, have become increasingly vocal in calling for the Bush Administration to press china to float its currency in conformance with World Trade Organization rules.

China's artificially low currency evaluation advantage is also one of the linchpins of the antidumping petition being contemplated against Chinese wood bedroom furniture manufacturers. The American Furniture Manufacturers Committee for legal Trade alleges that some Chinese manufacturers are unfairly selling products here at prices below true manufacturing costs, forcing some domestic manufacturers out of business.

As things stand, there's no incentive for China to reform its currency exchange policy. The country is still rapidly ramping up manufacturing capacity and cannot be expected to make any changes that might be akin to throwing a wrench into its economic engine.

At the same time, it is highly unlikely that the Bush Administration will back up its request for China to unanchor the yuan to the dollar with threats or ultimatums any more than it has arm-twisted Beijing on human rights issues. This especially holds true considering the help Washington is counting on from Beijing to help diffuse the nuclear arms situation simmering in Northern Korea.

Source: *Wood & Wood Products*, September 2003.

Publications

"BEST POSSIBLE PROFITS":
Guidebook for Forest Products
Companies, by Eugene L. Bryan, and
"Maximizing Forest Products Resources
for the 21st Century", by Richard F.
Baldwin - Madison, WI Sept. 16, 2003 –
The Forest Products Society is pleased to
announce the publication of two essential
publications for forest products operational
and financial management personnel.

The entire forest products industry is on a high-tech journey into the future. Managers who are learning to use hightech management tools to identify and manage complexity are leading this journey. "Best Possible Profits": Guidebook for Forest Products Companies was written for such managers and others who wish to follow their lead. The guidebook is written in three parts: Part One presents insights and concepts, management tools, and the guidance systems companies need to understand and use in order to meet challenges and capture opportunities on the way to achieving optimum (BestPossible) profits. Part Two outlines opportunity-based management principles and describes how companies can use optimization technology to produce departmental "roadmaps" to ensure that management efforts culminate in BestPossible profits. Part Three looks to the future and describes what a company must do to continually improve its BestPossible profit picture and thus have uninterrupted access to fresh opportunities. The author of this guidebook, Dr. Eugene L. Bryan, has nearly 40 years of experience in computerbased systems and management services that help companies coordinate the use of raw materials, production capabilities, and market opportunities to achieve optimum

The forest industry is an essential global industry – yet it is an enigma. Some believe the Paul Bunyan heritage still lives: big men, huge mills, and ancient trees. Others are not so sure: they know trees are the mainstay raw material for lumber, papers, and other products, but they don" know if the forest re-emerges after harvest, and if it does if the land will ever return to its pre-harvest condition. Somehow the industry has not escaped its cut-and-move-on reputation of the 19th century. The consumer and the industry have somehow each failed to recognize the change in each other. Maximizing Forest Products Resources for the 21st Century is a progress report to the industry participant, the consumer, the investor, and others who depend upon the forest and its products. Hands-on business activities, interviews, observations, and detailed research in the United States and 20 other countries covering five continents over the decades have provided material for the text. The 19 chapters are divided into five sections: the raw material base; globalization and re-engineering; the mills; adapting to changes; marketing and sales; and moving ahead to the 21st century. The author, Richard F. Baldwin, has more than 45 years experience in the global forest products industry. He has been a supervisor, plant manager, and senior executive at over 40 U.S. mill locations, and has held executive positions with major companies including Simpson Timber, Champion International, and the Springfield Group. He is currently President of Oak Creek Investment LLC in Eugene, Oregon and President of EcoAmeria Forest Products S.A. in San Jose, Costa Rica.

BestPossible Profits: Guidebook for Forest Products Companies (6 by 9 hardcover, 232 pages) is available for \$59 plus shipping. A reduced price is available for orders of 10 or more copies of either publication. To order, contact: Forest Products Society, 2801 Marshall Court, Madison, WI 53705-2295; (608) 231-1361, ext. 202; fax (608) 231-2152 or visit the Forest Products Society web site at www.forestprod.org.

CONFERENCE ANNOUNCEMENT AND Call for Papers, Posters, and Exhibits Creating Solutions for Using Small trees. May 18-21, 2004. Radisson Hotel Sacramento, Sacramento, CA, USA Madison, WI – A conference on creating solutions for using small trees will beheld Tuesday, May 18, through Friday, May 21, 2004, at the Radisson Hotel, Sacramento, California, USA. The objective of this conference is to provide state-of-the-art information on small tree utilization and to foster peer-to-peer learning. Enormous quantities of biomass are being generated from hazardous fuel reductions and are driving the need to create solutions for using small-diameter trees. The conference will include an international slate of speakers, including researchers, material and equipment suppliers, manufacturers, and end-users. Smallwood 2004 will feature two full days (Wednesday and Thursday) of technical and poster presentations, discussions, and tabletop exhibits on: Community Partnerships; Forest Health Restoration;

Supply and Availability; Harvesting Systems; Processing and Manufacturing; Markets for Products; Energy from Woody Biomass; Workforce Training.

The conference will also include a preconference tour Tuesday, May 18, in the Redding, California, area of mill sites, biomass energy facilities, and small forest products businesses, and a post-conference tour Friday, May 21, in the Sacramento area of facilities utilizing wood energy, a state-of-the-art small log sawmill, and related forest products businesses. Smallwood 2004 should be of interest to harvesting contractors; rural development professionals; forest products business owners; leaders within timber-dependent communities; forest land and fuels managers; financial lenders; manufacturers and vendors of smallwood harvesting and processing equipment; researchers and educators; local elected officials; conservation and environmental groups; local architects, builders, and engineers; resource advisory committee members; entrepreneurs; and tribal enterprises interested in small tree utilization. Smallwood 2004 is being sponsored by the USDA Forests Service and the Western Forestry Leadership Condition, in cooperation with the Forest Products Society, the Universities of California and Idaho, the DOE national Renewable Energy Laboratory, the Department of the Interior, the Forest Resources Association, the California Division of Forestry, and the California Association of Resource Conservation and Development Councils. During the conference, a Reception,

During the conference, a Reception, Suppliers' Showcase, and Technical Forum (poster session) will beheld on Wednesday evening, May 19, from 5:00-8:00 p.m. During the reception, attendees can browse through tabletop displays presented by suppliers of equipment, products, and technical services of interest to the small tree utilization industry while enjoying complimentary hot and cold hors d'oeuvres and beverages from the cash bar. In addition to these displays, a number of technical Forum (poster) presentations intended to expand the transfer of information related to this subject area will be given.

For further information, contact the Conferences & Meetings Department, Forest Products Society, 2801 Marshall Court, Madison, WI 53705-2295 USA, phone (608) 231-1361, ext. 2008, Fax: (608) 231-2152, Email: conferences@forestprod.org, http://www.forestprod.org.

As additional information on the conference program is developed, it will be available at http://www.forestprod.org.

FPS ACCOUNCES TWO NEW PUBLICATIONS for Forest Products Managers: BestPossible Profits: Guidebook for Forest Products Companies by Eugene L. Bryan and Maximizing Forest Products Resources for the 21st Century by Richard F. Baldwin.

The Forest Products Society is pleased to announce the publication of two essential publications for forest products operational and financial management personnel.

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Coming Events

DECEMBER 2-4, 2003 – Oak Drying Workshop, Roanoke, VA – Contact Brian Bond, Dept. of Wood Science and Forest Products, Brooks Center, Virginia Tech, Blacksburg, VA 24061, phone (540) 231-8752, Fax (540) 231-8868, Email: bbond@vt.edu. Website: www.conted.vt.edu/oakdrying.

February 24,2004 – Global Competition, Forest Products Import/Export. How will it affect your future. Will be held at the Best Western Midway Motor Lodge, Wausau WI The Key Note speaker is Ed Pepke with UNEOC . For additional information on the program contact Terry Mace, WI DNR Division of Forest (608)

231-9333, for registration information contact LSLA Education, Inc (906) 774-6767.

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STANDING TIMBER – 11 tracts at Fort McCoy, Wisconsin (approx. 598 acres) of timber consisting of approx. 3640 cords of jack pine, red pine, espen, red maple, birch, oak and northern red oak pulpwood and 97.6 MBF of northern red oak, red pine and oak sawlogs are to be sold by sealed bid to be opened Thursday, November 20, 2003, at Fort McCoy. For information, contact James Karkman, Fort McCoy Forester, phone (608) 388-2102 or Betsy Chase, Omaha District, Corps of Engineers, phone (402) 221-4387.

40-ACRE COLUMBIA COUNTY, WI. Tree farm with approximately 1000 cords pine 40-47 years old, red and white pine. Contact Lewis C. White, 321 S. Water St., Columbus, WI 53925, phone (920) 623-3822 or 5055 - leave message.

LUMBER SALES – Wholesale, Weekes Forest Products is seeking a top performer with 3+ years Industrial lumber sales experience for our St. Paul, MN and Milwaukee, WI offices. This opening offers a top compensation plan and fringes. Light travel only. To apply for a position at our St. Paul office, call Ken Boehmer in complete confidence for a position at our St. Paul office, call ken Boehmer in complete confidence (651) 644-9807. Fax resume (651) 644-9520; or email kenb@weekesforest.com. To apply for a position at our Milwaukee office call Larry Hansen (414) 778-1333, Fax (414) 778-1336 or email larryh@weekesforest.com. Visit www.weekesforest.com for more information about Weekes.

DOWELS, RODS, POLES, ¾" to 2 ½" dia., lengths up to 16 ft. long with no splicing. Can splice poles longer. Ideal for tool handle replacements. We also make factory cart truck stakes, and replacement parts. Wheelbarrow handles, core plugs, rewinding plugs, plywood shipping circles, pry bars, lifting sticks, paddles, many types of wood plugs, cutting a sticks plus many types of custom made wood products, made to customer's specs. For a quote contact mark Slade at Mark Slade Manufacturing, 110 South Mill Street,

Seymour, WI 54165-1250 or call (920) 833-6557 or Email to DRHANDLES@NEW.RR.COM.

PRODUCTION WOOD TURNINGS, bed posts, table pedestals, table legs, etc., for the furniture industry. Balusters and Newel posts for interior stair failings. Red Oak, maple, poplar, knotty pine. Contact John Petricola, Woodmark of Canada, 61 Alex Avenue, Woodbridge, Ontario, Canada, Email: JOHNPWOODMARK@HOTMAILI.CO

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Equipment

USED TANKS FOR WATERING and fire protection. Lewis Chain saw winch and rope wicks for wiping out weeds. Contact Lewis C. White, 321 S. Water St., Columbus, WI 53925, phone (920) 623-3822 or 5055, leave message.

YAMANI DOUBLE-CUT band grinder; Armstrong #2 filing room setup; Precision sharpening device for countergrinding chipper knives in place; Brush chipper with Ford V-8 power; 32" double surfacer; Two Newman 4-sided planers; 24" single drum sander with new 25 HP motor: Two tool grinders: Hanchett circular saw grinder; Vollmer automatic top and face grinder; Vollmer side grinder for bands and circulars; 60" laminate roller; Murphy 160 HP diesel power unit; Three up acting cutoff saws; Baker horizontal band resaw Model BBR; Three vertical band resaws; Enercraft band mill, 30"x25' cap; Stake pointer; Gothic fence machines; Three circular scraggmills; Ag spray truck with floaters; Mattison 202 straight line ripsaw; Five logdecks; Dock leveler; New wood fired vertical boiler 10-12 hp; Gangsaw with 12" strobe saws; Reconditioned Owen Smith setworks; Lathe making setup. Cap. 2400/hr; New Pallet stringer knotcher; New and used powered parachutes (for timber cruisin"?!); Clark cable skidder with 353 engine; 5510 Iron mule forwarder; New and used inserted circular saws 12"-60" Expandable green chain 20' to 70'; Aquatherm wood fired boiler-needs controls; A video showing

how to replace shoulders in circular sawmill blades. Contact Kent Erding, Route 1, Box 81, Wykoff, MN 55990, phone (507) 352-6546 Business, (507) 352-4098 home, website: sawfast@hmtel.com.

1 CUSTOM YF-30 Turbo suck dust collector (2-25 hp motors); 1 Brevetti Miter Saw Model C16 (1999); 1 Brevetti Pneumatic frame nailer model aut 2012 (1999); 3 Exhaust fans, Dayton Tubexel 12" – 3 phase; 1 Titan air make-up unit 25,000 CEM-Gas 15 hp; 1 King national air make-up unit 17,000 CFM-Gas 10 hp. Contact Ashland Area Dev. Corp, 422 3rd St., West, Suite 101, Ashland, WI 54806, phone (715) 682-8344.

1996 WOODMIGER HD30 Gas Band Sawmill. All hydraulic with seat and debarker. Includes a complete sawing setup, 32 ft. saw dust elevator cut-off saw. Timber King edger. Cook's Band Sharpener and Setter. Misc. parts and equipment. Also, 8 ft. and 12 ft. Northland kiln. Contact James Dilts, N824 Hwy 25, Menomonie, WI 54751, phone (715) 283-4304.

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Services

CAN CHANGE DISSTON "C" saws to B style. Saw hammering, welding, collar grinding, troubleshooting, consulting and training. Contact Kent Erding, Route 1, Box 81, Wykoff, MN 55990, phone (507) 352-6546 business, (507) 352-4098 home, website sawfast@hmtel.com.

CEDAR LOGO CAN CUT and haul. Contact Lewis C. White, 321 S. Water St., Columbus, WI 53925, phone (920) 623-3822 or 5055, leave message.

FUNGUS PROBLEM? Disease?
Decay? Stain? Mold? Analysis and testing using AWPA, NWDA, ASTM standards and other methods based on your needs or situation; new products testing; fungus isolation and identification from trees, wood products and wood in use. Answers to your questions. Contact Dr. Dana Richter, Forest Resources and Environmental Science, MI Technological University, Houghton, MI 49931, phone (906) 487-2149, Email: dlrichte@mtu.edu, website: http://forest.mtu.edu.

CIRCULAR, BAND & CARBIDE saw blade repair. Contact Harry R. Schell, Inc., harry R. Schell, Sawmill Sales & Suppliers, Inc., 601 W. park St., Blue River, WI 53518, phone (608 537-2987, Fax (608) 537-2032. Customer Order Line: (800) 462-53807.

DIXON-RUSCH CO., LLC, ANTIGO, WI is the manufacturer of the Dixon-line of Sawmill & Logging Equipment & we manufacture three different sizes of circular sawills, two sizes of edgers. Our mills & edgers are made both stationary & portable & we also manufacturer: log

turners, belt & chain conveyors, rollcases, log turners, hydra-dogs, pallet notchers, slab edgers, debarkers, multiple saw trimmers, custom-built decks, small & medium size hydraulic loaders, trailers. We are now manufacturing a deer loader (which every deer hunter should have). Rusch Equipment sales is our local dealer, but we are seeking dealers in other areas. Contact Dixon-Rusch Co., LLC, 400 Rusch Rd, Antigo, WI 54409, phone (715) 627-4361.

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Montgomery hog teeth, anvils and rings, Zeno grinding machine cutters. Contact G. & G., East Sparta, OH 44626, phone (330) 866-9764, Fax (330) 866-5225, Email: hgg9407@aol.com, Visit our website http://www.GGRepair.com.

WHEN SHARPNESS COUNTS, count on Atlas. Seneca Saw Works is manufacturing the Atlas line of saw maintenance tools that include: Atlas Hand Filer for accurate sharpening of inserted tooth saws. Atlas Grinder include: Atlas Hand filer for accurate sharpening of inserted tooth saws. Atlas Grinder for sharpening saws with regular, chrome, or carbide bits (electric or air motor available) Atlas Spider Gauge for checking side clearance accuracy. Atlas Stationary grinder for inserted tooth saws in the filing room. Atlas Saw Worker, a leveling and tensioning modification for the Armstrong Stretcher Roll. Atlas Saw Hammering Bench. At a dealer near you. ALSO, Fresh Saws, made to order especially for vou and vour mill. If you require a circular saw that is a cut above the rest, then the obvious choice is the Seneca Saw Works Saw. We also have a complete line of saw hammering supplies available. AND Saw Hammering, welding, troubleshooting, consulting and accurate sawmill alignment done exclusively with the "quick check" mill alignment system, saw tensioning or trouble-shooting training and seminars available. For more precision and closer tolerances, call Casey at Seneca Saw Works, (607) 546-5887 or visit our web site at www.senecasaw.com, Email: casey@senecasaw.com.

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shipments. 7"x9"- 8' or 8'6" or 9'. Load rail or we can truck, quick pay. Mixed hardwood timbers, all sizes. Pallet cants -3"x6" & 4"x6"; SWITCH Ties wanted -Orders to place for oak & mixed hardwood switch ties. 7"x9"-13'&14'- rail; 7"x9"-15' & 16'- truck, 7"x9"- 17' & 18' - rail, also need 22' & 24'; VENEER LOGS, also C3S logs. Must be able to load 40' containers. Need walnut, cherry, red oak, white oak, ash, hard maple and poplar logs. Timbers for logs homes - advise what you now make. Call me to arrange inspection. Need White pine 6"x12"xRL. Also other sizes: ULTRA- Shorts wanted -Need 4/4 CO & WO, KD clear 4'&5'. Also shorts 1 foot & longer, KD, rough, in most species. Also 4/4 #2 common, RO or WO in 4'&5' or what have you; T/L's PLANK - White Pine - Rough Green - 1-5/8" x7-1/2" x 8', 10, 12', 14', 16'; 2-1/2" x 9-1/2"x8', 10, 12', 14', 16'. #2 Common on grade - tight defects permitted. Contact W. Preston Germain, Germain Lumber Co., Inc., Pittsburgh, PA 15215, phone (412) 782-3240, Fax (412) 781-2551, Website: germain@bellatlantic.net.

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CROSS TIE BUYERS – May be retired person, call on mills near you. Quick pay mills. Take by truck or rail depending on area. Good incentive arrangement.

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The Wisconsin Department of Natural Resources reserves the right to edit all items included and accepts no responsibility for the accuracy of description or for the commercial integrity of the persons or firms making offers in this Bulletin.

If you wish to use the facilities of the Bulletin, forward a letter, post card or form on page 11 with detailed description of your "wanted" or "for sale" items. All forest products (stumpage, logs, pulpwood, posts, poles, trees and lumber, etc.) and services (custom sawing, custom kiln drying and tree planting, etc.) may be listed. Please be sure your full name, address (including zip code), telephone number accompany your listing, there is no cost for listing any items. If you want items repeated in the next issue, send in a written request. If you have comments about the Bulletin or have suggestions on its content, write to: Forest Products Specialist, 3911 Fish Hatchery Road, Fitchburg, WI 53711, phone (608) 231-9333 FAX (608) 275-3338.

DEADLINE FOR ITEMS TO BE LISTED IS THE 20TH OF: FEBUARY, APRIL, JUNE, AUGUST, OCTOBER, and DECEMBER.





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